Chapter - VII

Summary, Conclusions and Recommendations
A brief summary of the report, conclusions and recommendations are presented in this chapter.

7.1 SUMMARY

Health is a basic need of every individual and plays a vital role in his educational social, and economic development. It is essential for individuals to lead a happy life. To keep up good health, information on health care is required for individuals.

Majority of the people in India are living in rural areas. Though the government is providing health care facilities to rural people, they are not reaching them in an effective way. They are not utilizing the health services provided by the government and they are also unaware of these services due to illiteracy, poverty, customs and traditions etc. Information relating to health care is to be provided for possessing good health through which their socio-economic and educational development is possible. This information is to be
provided to them through health centres, media and libraries. At present adequate information relating to health care is not reaching them. Hence, the present study is aimed to examine the health care information needs of the rural people, their awareness and satisfaction with regard to health services and programmes, the channels from which they obtain health care information, the superstitions they are holding with regard to their health and to suggest the ways and means by which adequate health care information can be transmitted to them.

The study is also intended to examine the services provided by Primary Health Centres, problems faced by doctors in providing health care information to rural people and the role of public libraries in the provision of health care information to rural people.

7.1.1 Objectives of the Study

The following are the specific objectives of the study:

1. To assess the health information needs of the rural people;

2. To find their awareness and satisfaction with regard to health services and programmes;

3. To know the channels through which the information relating to health is obtained;

4. To identify the barriers which affect the people to follow good health practices;
5. To know the role of superstitions in health care;

6. To assess the role of health professionals in providing health care information to rural people; and

7. To ascertain the role of public libraries in the promotion of health care information to them.

7.1.2 HYPOTHESES

The following broad hypotheses have been set up for the investigation:

1. There would be no significant differences among the different groups of rural people namely men and women, literates and illiterates, lower income and higher income groups, and residents of Mandal Headquarters and village residents in their awareness of the importance of health care information.

2. There would be no significant differences among the different groups of rural people in reading newspapers, watching television, and listening to radio.

3. There would be no significant differences among the different groups of rural people in obtaining suggestions from different categories of people on health care.

4. There would be no significant differences among the different groups of rural people in their awareness of Primary Health Centres and their services.
5. There would be no significant differences among the different groups of rural people in their awareness on immunization programmes, vitamins and nutrition.

6. There would be no significant differences among the different groups of rural people in their opinions on introducing of sex education in academic studies.

7. There would be demand for health care information from rural people.

8. Health workers may be playing a major role in the provision of health care information to rural people.

9. Majority of the rural people may be needing information on Immunization Programmes, Maternal and Child Health, and Family Planning.

10. The Libraries located at Mandal Headquarters may not be meeting the health information requirements of rural people and health professionals due to inadequate budget, inadequate manpower, inadequate audio and video materials and lack of computer facilities.

7.1.3 METHODOLOGY

To get the required data for the present study, the following methodology is used:
7.1.3.1 Collection of Data

Interview and questionnaire methods were used for collection of data required for the study. To get information, three types of questionnaires were prepared for the collection of data from rural people, medical officers and branch librarians respectively.

There are 66 Mandals in Chittoor District. These Mandals are classified into three divisions according to Department of Health, Government of Andhra Pradesh namely Chandragiri (15 Mandals), Chittoor (20 Mandals) and Madanapalli (31 Mandals). Five rural mandals were selected from each division at random. From each Mandal, heads of 76 households were selected by the investigator using his own discretion. In total 1125 heads of households were selected as sample.

To get information from rural people, a questionnaire was prepared in Telugu language. It consists of questions to know their social conditions, health care information needs, their awareness and satisfaction with regard to health services and programmes, reading habits, channels used to obtain health care information, the use of the library in getting health care information and the superstitions they are holding with regard to their health.

Copies of questionnaire were given to those heads of households who were literate and able to fill up the questionnaire. The investigator clarified the doubts while filling up the questionnaire by the respondents and collected
the filled in questionnaires. The illiterate heads of households were interviewed with the help of questionnaire and the replies were recorded in the questionnaire itself by the investigator.

The questionnaire intended for medical officers consists of questions on the type of information provided to rural people, the availability of health care information in local library, receiving of different types of materials on healthcare, problems faced in providing health care information and channels used to provide it. Copies of questionnaire were posted to all 74 medical officers with stamped self-addressed envelopes. However, the investigator received replies from 57 medical officers only.

Questionnaire intended for librarians consist of questions relating to library budget, health care information policy, book collection, conducting talks on health topics, organizing health care exhibitions and other services provided by the library in promoting health care information to rural people. Copies of questionnaire were posted to 66 librarians of branch libraries which are located at Mandal Headquarters in Chittoor District with stamped self-addressed envelopes. However, the investigator received responses from 31 librarians only.

7.1.3.2 Analysis and presentation of data

After collecting the data from the respondents, the data was analysed according to the objectives and hypotheses stated. First the data was recorded on data sheets and then fed into the computer. The data was analysed by using the Lotus and Statistix (SX) software packages. However, percentages and other necessary calculations were done with the help of a calculator.
Both descriptive and inferential statistical techniques were employed. Chi-square values were calculated using the SX software package.

7.1.3.3 Presentation of data

The data was presented in the form of tables, pie diagrams and bar diagrams.

7.2 CONCLUSIONS

7.2.1 Rural people

The following are the conclusions drawn after the analysis of data collected from rural people.

7.2.1.1 Health care information

a. Most of the rural people (61.96%) do not know the importance of health care information.

b. There is no significant difference in their awareness with regard to health care information between men and women.

c. There is significant difference in this regard between literates and illiterates. That means more literates know the importance of health care information than illiterates.

d. There is significant difference in this regard between lower income and higher income groups. That means more persons from higher income group know the importance of health care information than lower income group.
e. There is significant difference in this regard between village residents and residents of Mandal Headquarters.

f. Most of the rural people, who are not aware of the importance of health care information, are willing to know the importance to maintain the health of their family members, to provide suggestions to others and to improve their knowledge.

g. Most of the rural people need information on Communicable Diseases, Mother and Child Health and Family Planning.

h. Most of the rural people (61.96) are not getting suggestions on health care in their villages. The remaining of them are getting suggestions and information on health care mainly from health workers.

i. Most of the rural people are not taking right treatment at right time for curing diseases due to lack of sufficient knowledge on health care.

7.2.1.2 Primary health centres and their services

Conclusions relating to the awareness of rural people on primary health centres and their services, reasons for not utilizing the services and satisfaction with the services are discussed in the following paragraphs:

Awareness on PHCs

a. Most of the rural people (66.00%) are aware of the existence of Primary Health Centres in their area.
b. There is significant difference in this regard between men and women. That means more men are aware of the existence of Primary Health Centres in their area than women.

c. There is significant difference in this regard between literates and illiterates. That means more literates are aware of the existence of Primary Health Centres than illiterates.

d. There is no significant difference in this regard between lower income and higher income groups.

e. There is significant difference in this regard between villages residents and residents of Mandal Headquarters. That means more residents of Mandal Headquarters are aware of the existence of Primary Health Centres than village residents.

Awareness on the services of PHCs.

a. Most of the rural people (56.53%) are not aware of the services provided by Primary Health Centres.

b. There is no significant difference in the awareness of the services provided by Primary Health Centres between men and women.

c. There is significant difference in this regard between literates and illiterates. That means more literates are aware of the services of Primary Health Centres.
d. There is no significant difference in this regard between lower income and higher income groups.

e. There is significant difference in this regard between villages residents and residents of Mandal Headquarters. That means residents of Mandal Headquarters are aware of the services of Primary Health Centre than village residents.

Utilization of PHC services

Most of the rural people (62.04%) are not utilizing the services of Primary Health Centres due to the following reasons:

* Medical services are not satisfactory.
* Treatment is not satisfactory.
* Doctors are not available at working places.

Satisfaction with PHC services

Most of the rural people (80%) are neither satisfied nor dissatisfied with the services of Primary Health Centre.

7.2.1.3 Awareness on water and air pollution

a. Most of the rural people (56.27%) know about water and air pollution.

b. There is no significant difference in the awareness with regard to the water and air pollution between men and women.
c. There is significant difference in this regard between literates and illiterates. That means more literates are aware of water and air pollution than illiterates.

d. There is significant difference in this regard between lower income and higher income groups.

c. More residents of Mandal Headquarters have the knowledge on water and air pollution than village residents.

f. Television and Health Workers are the main sources to provide information on water air pollution to rural people.

7.2.1.4 **Awareness on importance of family planning**

a. Most of the rural people (82.04%) know the importance of family planning.

b. There is significant difference in the awareness of the importance of family planning in this regard between men and women. That means more women know the importance of family planning than men.

c. There is significant difference in this regard between literates and illiterates. That means literates know the importance of family planning than illiterates.

d. There is no significant difference in this regard between lower income and higher income groups.
e. There is significant difference in this regard between villages residents and residents of Mandal Headquarters. That means more residents of Mandal Headquarters know the importance of family planning than village residents.

f. Health workers are the main source to provide information on family planning programmes to rural people.

g. Most of the rural people are satisfied with the family planning programmes provided by the Department of Health and Family Welfare.

**7.2.1.5 Awareness on Immunization Programmes**

a. Most of the rural people (51.04%) are aware of immunization programmes.

b. There is significant difference in the awareness of immunization programmes between men and women. That means more women are aware of immunization programmes than men.

c. There is significant difference in this regard between literates and illiterates. That means more literates are aware of immunization programmes than illiterates.

d. There is no significant difference in this regard between lower income and higher income groups.

e. There is significant difference in this regard between village residents and residents of Mandal Headquarters. That means more residents of Mandal Headquarters are aware of immunization programmes than village residents.
7.2.1.6  
**Awareness on importance of vitamins and nutrition**

a. Most of the rural people (57.96%) know the importance of vitamins.

b. There is no significant difference in this regard between men and women.

c. There is significant difference in this regard between literates and illiterates. That means more literates know the importance of vitamins than illiterates.

d. There is significant difference in this regard between lower income and higher income groups. That means more persons from higher income group know the importance of vitamins than lower income group.

e. There is no significant difference in this regard between village residents and residents of Mandal Headquarters.

f. Most of the rural people (41.22%) are getting information with regard to vitamins through health workers and television.

g. Most of the rural people (66.04%) are aware of value of nutrition.

7.2.1.7  
**Hospitals used for treatment**

A considerable percentage of rural people (39.02%) are taking treatment from Private Hospitals.
7.2.1.8 Medical system followed

Most of the rural people (80.18%) are following Allopathy Medical System.

7.2.1.9 Sex education

a. Most of the rural people (78.06%) favoured the introduction of sex education in academic studies.

b. There is significant difference in the opinion of men and women with regard to the introduction of sex education in academic studies. That means more women favoured than men.

c. There is significant difference in this regard between literates and illiterates. That means more literates favoured introduction of sex education than illiterates.

d. There is significant difference in this regard between lower income and higher income groups. That means a higher number of higher income group favoured it than lower income group.

e. There is no significant difference in this regard between village residents and residents of Mandal Headquarters.

f. Most of the rural people (61.72%) suggested to introduce sex education at the stage of secondary education.
7.2.1.10 Voluntary organisations

A few voluntary organisations are providing health care information to rural people.

7.2.1.11 Library

a. Most of the rural people (78.04%) replied that there is no library in their villages.

b. A small percentage of rural people are visiting the library regularly.

c. There is significant difference in the visit of the library between men and women. That means more men are visiting the library than women.

d. There is no significant difference in this regard between lower income and higher income groups.

e. There is significant difference in this regard between village residents and residents of Mandal Headquarters. That means residents of Mandal Headquarters are visiting the library regularly than residents of villages.

7.2.1.12 Newspapers/Magazines

a. Most of the rural people (92%) are not reading newspapers/magazines.

b. There is significant difference in the reading of newspapers between men and women. That means more men are reading newspapers/magazines than women.
c. There is significant difference in this regard between lower income and higher income groups. That means more persons from higher income group are reading newspapers/magazines than lower income group.

d. There is significant difference in this regard between residents of Mandal Headquarters than village residents. That means more residents of Mandal Headquarters are reading than villages residents.

e. Majority of rural people replied that Eenadu (Telugu Daily) and Swathi (Telugu Weekly) provide them health care information.

7.2.1.13 Television

a. Most of the rural people replied that television is providing health care information to them.

b. Television is providing information mainly on communicable diseases, child health and pollution.

7.2.1.14 Beliefs and witchcrafts

a. Most of the rural people are undergoing medical treatment even though they believe that God will protect their health.

b. Most of the rural people believe in Witchcraft in relation to their health.

7.2.1.15 Yoga and Health

a. Most of the rural people (92%) feel that they will develop good health by practicing Yoga.
7.2.1.16 Treatment for bone fractures, jaundice and paralysis

a. Most of the rural people are taking indigenous treatment at Puttur.

b. Most of the rural people are preferring indigenous medicine to other types of medicines for Jaundice. They are taking treatment mainly at Kotala and Valajah.

c. Most of the rural people are preferring indigenous medicine compared to other type of medicines for Paralysis. They are taking treatment at Kalikiri.

7.2.2 Medical Officers

The following conclusions are drawn from the analysis of data collected from medical officers.

1. Majority of the rural people are demanding information on immunization, maternal & child health and family planning programmes.

2. Majority of the medical officers are providing information to rural people regarding the different health care programmes to rural people.

3. Majority of them (66.33) have conducted surveys on health information needs of rural people.

4. Most of them replied that they are conducting health care information training programmes to rural people on health care.
5. Medical officers are conducting training programmes to their subordinates in provision of health care information to rural people.

6. Most of the Primary Health Centres have the adequate manpower to provide health care information to rural people.

7. All the medical officers replied that the branch libraries are not meeting their information needs.

8. Most of them are providing health care information to rural people through health workers, health camps and wallposters.

9. Majority of them are getting media material in relation to health from the Department of Health & Family Welfare.

10. Most of them are getting wallposters and pamphlets in relation to health from the Department of Health and Family Welfare.

11. Lack of transportation, modern equipment, skilled manpower and cooperation from the rural people are the problems faced by the medical officers in the provision of health care information to rural people.

12. Most of the medical officers opined that television, wallposters and personal talks by health workers are the best channels to provide health care information to rural people.
7.2.3. Libraries

The following conclusions are drawn after the analysis of data collected from branch libraries.

1. Most of the branch libraries (38.71%) have the annual budget in the range of Rs 26,000 to Rs. 50,000.

2. There is no separate budget provision for the promotion of health care information in branch libraries.

3. There is demand for health care information by rural people in branch libraries.

4. Branch libraries do not have any policy regarding the provision of health care information to rural people.

5. Most of the branch libraries do not have book collection on health care.

6. Branch libraries are not organizing displays, exhibitions etc., regarding the health care information.

7. Branch libraries are providing information on voluntary groups.

8. Most of the branch libraries are liaising with local Health Department personnel on health care information provision to rural people.

9. All branch libraries replied that they are not making use of online searching and interlibrary loan services on behalf of medical officers due to lack of computer facilities.
7.3 RECOMMENDATIONS

7.3.1 Rural people

The following are the suggestions made by the investigator on the basis of analysis of the data collected from rural people.

1. Importance of health care information

The study reveals that most of the rural people (61.96%) do not know the importance of health care information. They expressed that they are willing to know the importance of health care information if it is made known to them.

Hence, the researcher feels that the rural people especially illiterates and economically poor should be informed of the importance of health care information. Once they are aware of the importance of health care information, they can take care of not only their health but also the health of their family members. This may lead to their socio-economic development. Hence, they should be informed about the importance of health care information by health professionals, librarians, voluntary organisations and teachers.

2. Type of Information needed

The study reveals that the rural people require information on immunization programmes, family planning, mother and child health, communicable diseases and school children health. Hence, they should be provided with the required information by health professionals, librarians and voluntary organizations.
3. **Suggestions on Health Care**

Rural People are getting suggestions on health care from different categories of people such as elders, social workers, teachers and health workers. Hence, they should be provided with accurate and comprehensive information on various health issues. These people later can give better suggestions to the others in their locality.

4. **Existence of PHC**

The majority of the rural people (66.78%) do not know the services provided by Primary Health centres. Even some of them do not know the existence of these centres. It may be due to their ignorance and illiteracy. The facilities and the services available in these centres are not utilised to the maximum extent by the rural people due to unawareness of services provided by these centres. It becomes the responsibility of the Government to publicize the health facilities and services such as child health service, immunization, maternal and family planning etc. through health workers, media and libraries so that these services can be utilized to the maximum extent.

5. **Health professionals**

It is evident from the study that a significant percentage (23.38%) of rural people expressed that the health professionals are not providing health care information or services by visiting their houses regularly. Hence, the health workers such as MPW, ANM and Village Health Guides should visit the houses of the rural people at regular intervals and provide health care information required by them.
6. **Information on water and air pollution**

It is necessary that every individual in the society should know about water and air pollution and the consequences of them. The people can fall ill by drinking polluted water and by breathing polluted air.

The present study reveals that a considerable percentage of rural people (43.75%) do not have knowledge on water and air pollution. The information relating to water and air pollution should be passed on to them through health workers, media and public libraries. The health workers should show the films to the rural people on water and air pollution and their consequences.

7. **Information on family planning**

As the population is growing enormously, it is necessary that people should have knowledge about the importance of family planning to control the overgrowth of the population. The survey indicates that the rural people are getting information on family planning from health workers, television, newspapers and radio mostly. However, a significant percentage of rural people (17.96%) are not aware of the importance of family planning. Hence, these rural people are to be provided with information on family planning by improving the existing channels of communication.

8. **Satisfaction with family planning services**

A significant percentage of rural people (30.96%) were not satisfied with the family planning services provided by the Department of Health and Family Welfare. Some of the suggestions given by them are worth consideration. The following are the suggestions given by them:
The Department of Health and Family Welfare should organise meetings with the rural people at least twice in a year to provide information relating to family planning programmes and to clarify their doubts. The benefits of small family may be informed to the rural people in the meetings.

Financial assistance to the people who undergo family planning operations should be enhanced.

Health education should be a part of the curriculum of high school studies. Family planning should be included as one of the topics in health education.

Film shows should be arranged in villages regarding the importance of family planning.

Wallposters and stickers on family planning should be displayed at the important places like Bus stations, Railway Stations, etc. Pamphlets providing information on family planning should be distributed to rural people.

9. **Immunization programmes**

It is necessary to have knowledge with regard to immunization programmes. Immunization is an important aspect of preventive health care. The knowledge that we possess on immunization programmes will be helpful in preventing our children from dreadful diseases. It is also helpful to prevent us from communicable deceases. The present survey reveals that nearly half of the rural people (48.98%) are not aware of immunization programmes.
Awareness is more in the case of literates than illiterates. The awareness is more in the case of women than men. The main sources of information for the awareness of immunization programmes are health workers, television, radio, newspapers and teachers. As there is less awareness among illiterates on immunization programmes, the awareness among them is to be created through Harikathas, folk songs, film shows and personal contact by health workers.

Librarians in public libraries can read literature on immunization programmes to illiterates. They can also distribute the pamphlets on immunization programmes to literates.

10. Nutrition

To be healthy, man has to take nutritious food. In the absence of nutritious food, he may suffer from many diseases. Hence, it is necessary to know the different nutrients of food such as carbohydrates, proteins, fats, minerals, vitamins etc. It is also necessary to know different substances of food and their nutrients. Rural people also have some inhibitions about food. To remove their inhibitions, awareness on nutrition is to be created.

The present study indicates that a considerable percentage of rural people (33.96%) are not having awareness on nutrition. The study also reveals that most of the rural people (57.96%) are not aware of the importance of vitamins. More literates know the importance of vitamins compared to illiterates. The main sources of information on nutrition and vitamins are health workers, television, radio and newspapers.
Awareness should be created among illiterates and among those who do not have awareness on nutrition by arranging Harikathas, folk songs, and film shows. Librarians also should create awareness on nutrition among rural people by distributing pamphlets relating to those topics and by arranging lectures on them.

11. Utilization of PHC services

The study reveals that most of the rural people (62.04) are not utilising the services provided by the Primary Health Centres. It may be due to the dissatisfactory medical services, inaccessibility of doctors, lack of transport facility, location of PHC at a far off place and the ignorance of health services. For maximum utilisation of facilities and services provided by any organisation, awareness about them is essential.

Investigation is to be carried out to know the number of rural people who are not utilising the primary Health Centres due to their unawareness. Awareness is to be created among them by publishing the services of Primary Health Centres in newspapers, television and radio.

12. Type of hospital

The present study indicates that the rural people are making use of both government and private hospitals for treatment. It is essential that the information regarding the type of hospital and the services offered by them is to be provided to the rural people to take the appropriate decision with regard to the type of hospital they have to visit. The information regarding the
facilities and services provided by the different hospitals may be compiled by
the district medical authorities and disseminated to the rural people. If the
information is published in the form of pamphlets, they may be sent to the
public libraries which in turn disseminate the information to rural people.

13. Medical system

Different medical systems are being used by the rural people for curing
their diseases. The study reveals that allopathy medical system is being used
by most of the rural people. The information relating to different medical
systems and their comparative costs in treating different diseases may be
provided to rural people for choosing the appropriate medical system.
Investigation is to be carried out by Indian Council of Medical Research
(ICMR) for getting this kind of information. This information may be published
in the form of pamphlets and distributed to the rural people.

14. Sex education

Boys and girls in rural areas are ignorant of many basic facts of life.
Knowledge on sex is essential for them to clarify their doubts in their teenage.
Majority of the rural people (78.00%) favoured the introduction of sex
education in academic studies. Hence sex education is to be introduced at
secondary education level. Sex education can also be given to rural people
through newspapers, television and radio. The public libraries should keep
books on sex education.
15. **Voluntary organisations**

Voluntary organisations can play an important role in the provision of information on health care. A small percentage of the rural people replied that voluntary organisations are providing information on health. Hence, it is suggested that these organisations should acquire more information on health care and the same is to be provided to the rural people.

16. **Library**

The survey indicates that most of the villages have no library facilities. Mobile library service is to be provided in these villages where there are no library facilities.

17. **Reading of newspapers**

It is evident from the survey that the majority of the rural people (92%) are not reading newspapers and magazines or hearing while others are reading.

It is suggested that every Village Panchayat should subscribe at least to one or two regional newspapers so that the villagers can get an opportunity to read the newspapers and also read the information published on health care. As there are many illiterates in rural areas, Sarpanches of the Village Panchayats should make necessary arrangements for reading newspapers to illiterates for one or two hours in the evening time.
18. Radio and television

The survey indicates that majority of the rural people (69.96%) are not listening to radio programmes regularly. Among them only half of the people are listening to health care programmes in radio. The survey also indicates that most of the rural people (60%) are not watching television regularly. It may be due to the fact that they may not be able to afford to have radio and televisions in their houses.

Hence, the Village Panchayats should get radio and television sets so that the rural people can listen and watch the health programmes. The timings of health programmes in television and radio are to be announced to rural people in advance. The government also should arrange more number of health programmes through radio and television.

19. Witchcrafts

Most of the rural people believe that health disorders may be due to witchcrafts. That is only a superstition. Hence, the rural people are to be advised to go to hospitals when they fall ill and not to believe witchcrafts. The authorities of Health Department should create awareness on ill-effects of superstitions among rural people.

20. Yoga

It is evident from the study that most of the rural people (92%) felt that they will develop good health by practicing Yoga. Hence, information on Yoga is to be provided to rural people through newspapers, television and radio. Libraries should also provide books on Yoga.
21. Indigenous treatment

As most of the rural people are taking indigenous treatment for bone fractures, paralysis and jaundice at Puttur, Kalikiri and Kotala and Valajah respectively, it is suggested that Indian Council of Medical Research should carry out research on those indigenous methods scientifically and evaluate their usefulness over the other systems of medicine. It should also disseminate the information in this regard to the rural people through mass communication media, health workers and libraries.

7.3.2 Medical officers

The following are the suggestions made by the investigator on the basis of analysis of the data collected from medical officers.

1. Provision of health care information

Most of the medical officers (96.49%) replied that there is demand for health care information by the rural people. They also replied that the rural people are asking information on immunization programmes, maternal and child health, family planning, pollution, nutrition, communicable diseases and sanitation.

Most of the medical officers (85.96%) are providing information on the above areas to the rural people. A few of the medical officers replied that they are not providing health care information to rural people. The reasons for not providing health care information to rural people are to be investigated. They
should be motivated by the higher authorities to provide health care information to rural people. The medical officers who are already providing health care information should be encouraged to provide information effectively. Libraries should provide information required by the medical officers.

2. **Surveys on health care information needs**

The survey indicates that one third of the medical officers (33.35%) did not conduct surveys to know the health care information needs of rural people. It also indicates that one third of them (31.58%) replied that there are no health care information training programmes to rural people. A considerable percentage of rural people (19.30%) replied that they have not undergone any training in health care information. A considerable percentage of medical officers (22.81%) replied that the hospitals did not have adequate manpower to provide health care information to rural people.

It is suggested that all the medical officers should conduct surveys to know the health care information requirements of rural people. It is also suggested that all the medical officers should conduct health information training programmes to rural mass effectively. The medical officers who have not undergone any training in health care communication are to be given training in that aspect.
3. **Provision of library facilities**

Most of the medical officers replied that the health information required by them is not available in public libraries. Hence, the following suggestions are made by the investigator in this regard:

- Reading materials on health care should be made available in public libraries.

- There should be a medical library in every District Headquarter to meet the information requirements of medical officers working in that district. This library should acquire books and periodicals required by medical officers. Internet facility should be made available in the library. This library should be attached to District Government Hospital.

4. **Reading materials on health care**

Medical officers are providing health care information to rural people by conducting meetings and camps. They are getting the health care information from Department of Health and Family Welfare in the form of books, magazines, pamphlets, wallposters, Audio and Video cassettes and films. They should utilise the material supplied by the Department of Health and Family Welfare for providing health care information to rural people.

The Department of Health and Family Welfare should send the materials on health to all Primary Health Centres, voluntary organisations, Gram Panchayats, public libraries and individuals who are interested in health care communication. It should also collect the health information material...
published by the Directorates of Health of different State Governments. It should also take up the job of translating the health information published in one language into another language.

There are many State Resource Centres for Adult Education in different States under the Ministry of Human Resource Development, Government of India. These centres are publishing material on health useful for adults. The Department of Health and Family Welfare should collect the reading materials published by these different resource centres. These materials are also to be sent to all medical officers working in Primary Health Centres for distributing them among rural people.

State Directorates of Health should prepare district handbook for each district with regard to hospitals and their services available in the district concerned and distribute the same to the Primary Health Centres, voluntary organisations, Grampanchayats and public libraries.

5. Problems of medical officers

The problems faced by medical officers in the provision of health care information are lack of funds, skilled manpower, modern equipment, transport facilities, and co-operation from the rural people. Most of the medical officers expressed that the television is the most suitable medium to convey health messages to rural people. The other channels that can be used to provide health care information to rural people according to them are personal communication, Audio & Video cassettes and radio.
* The State Government should provide sufficient funds for Primary Health Centres enabling medical officers to get equipment and medicines necessary for the centres.

* The Government should appoint required skilled manpower for the Primary Health Centres. Each Primary Health Centre should be provided with one vehicle which can also be used for the provision of health care communication.

* Health workers should distribute pamphlets on health care to rural people. They should also visit every house in villages regularly and provide advices on health care to the rural people.

7.3.3 Librarians

The following are the suggestions made by the investigator on the basis of analysis of the data collected from librarians.

1. Training

Librarians should be trained in the provision of health care information to rural people, patients and their carers, health workers and medical officers.

Steps should be taken to educate the rural people about the services and facilities available in public libraries. This enables the rural people to utilise the resources available in public libraries to the maximum extent.
2. Advertisement

Libraries should advertise health care information services through newspapers, television, radio, wallposters, audio & video cassettes etc. so that the rural people can be enlightened.

3. Talks on health care

Half of the librarians (48.39%) replied that they are holding talks on health care in their libraries. Hence, it is suggested that the librarians should invite the prominent persons in medical field to deliver lectures on different health care topics useful to rural people.

4. Exhibitions/displays

Most of the librarians (54.84) replied that they are not organizing exhibitions/displays relating to health care information. Hence it is suggested that all the librarians should organize health care exhibitions/displays.

5. Policy on health Care information

Most of the librarians replied that they did not have any policy for providing health care information to rural people. Most of them agreed that there is demand for health care information from rural people. All of them expressed that there is no separate budget for the provision of health care information. Most of them also expressed that the libraries do not have adequate collection on health care. But the librarians are interested in the provision of health care information to rural people.
From the above findings it can be concluded that the public libraries are not playing a vital role in the provision of health care information to rural people even though they are supposed to meet the community information requirements for whom they are intended. Hence, the provision of health care information to rural people should be one of the objectives of public libraries.

* There should be a separate budget provision for the purchase of reading materials on health care and for providing health care information services to rural people.

* The libraries should procure books, pamphlets and wallposters published by the Department of Health and Family Welfare, Directorates of Health of different State Governments, voluntary organisations, health organisations, State Resource Centres for Adult Education etc.

* Librarians should also procure books written on health for common man.

* They should also collect articles published in newspapers and magazines on health.

* The librarians should display all these reading materials on health on certain important days like World Health Day, Tobacco Day, World Environmental Day, Aids Day etc.
6. Voluntary Organisations

Nearly half of the librarians replied that they are not providing information to rural people on local voluntary organisations and self-help groups. Hence, it is suggested that the libraries should collect information relating to them and provide information to rural people on them.

7. Liaison with local Health Department Personnel

A considerable percentage of librarians replied that they are not liaising with local Health Department personnel in the provision of health care information. Hence, it is suggested that the librarians should liaise with local Health Department personnel in the provision of health care information. This kind of liaison will help the rural people in getting the required health care information.

8. Initiatives

Most of the librarians (67.74) replied that there are no initiatives at local or national level which could help them in the provision of health care information to rural people. Hence, Central and State governments should take initiatives for providing health care information to rural people.

It is suggested that the Department of Health and Family Welfare not only should produce leaflets relating to health but also should distribute them to public libraries, Primary Health Centres and voluntary organisations promptly. The role public libraries in the provision of health information should be defined. The Directorates of Health should provide some funds to public libraries to acquire reading material on health care.
9. **Online searching**

All the librarians replied that they are not making use of online searching or interlibrary loan services on behalf of medical officers and health workers.

The public libraries should play an important role in providing not only health care information but also different types of information required by the rural people. In this connection, it is suggested that each public library should be provided with computer. All the information relating to government welfare schemes, health, agriculture, voluntary organisations should be fed into computer and disseminated whenever, it is required by the rural people.

These computers should be linked with other computers located in different offices of State government. Exchange of information will become easy by this computer network. Internet facility should be provided in each branch library.

### 7.4 SUGGESTIONS FOR FURTHER RESEARCH

As the present research work made a study on health care information to rural people in Andhra Pradesh with special reference to Chittoor district, the investigator feels that the studies of this type can be carried out on the rural people of other districts of Andhra Pradesh State. The similar studies of this type can also be carried out on the rural people residing in the other States of India. These kind of studies can also be conducted on urban people of India.